



FAMILY HOUSE

FAMILY HOUSE, INC.

JOB DESCRIPTION

POSITION: Manager of Marketing and Communications
REPORTS TO: Director of Development
STATUS: Full Time, Exempt

GENERAL SUMMARY: Family House (FH) seeks a dynamic and proactive team member to join the Development Department in sustaining its essential mission through marketing, communications, development, and special projects. The Manager of Marketing and Communications is responsible for overseeing the FH brand in all internal and external marketing strategies across the organization. This position has a wide range of responsibilities that include but are not limited to: producing and distributing newsletters, donor appeals, brochures, print and digital ads and promotions, and event invitations and programs; writing news releases and managing media relations; managing the FH website and crafting the organization's social media and web presence; and actively facilitating the FH brand identity with current and prospective community partners, including healthcare systems, corporate sponsors, and organizations throughout the region. This staff person is part of the Senior Leadership Team and maintains an awareness of the FH Guest Standards.

Salary ranges between \$50,000 - \$55,000 based on demonstrated experience.

RESPONSIBILITIES:

- **Development.** In collaboration with the Senior Director of Development and the Director of Development, implement FH capital and annual Development plans, including:
 - Manage and develop all promotional and communications needs associated with the annual FH Polo and Gala events, including invitations, sponsorship packages, email campaigns, social media strategy, ads, event signage, programs, and media relations, adhering to a timeline that meets all publication deadlines.
 - Design, develop, coordinate, and distribute print and digital annual appeal solicitations and newsletters in collaboration with the Director of Development.
 - Design, develop, coordinate, and distribute print and digital communications, including donor appeals and reports, for *Under One Roof: The Campaign for Family House* in collaboration with the Senior Director of Development.
 - Design, develop, coordinate, and distribute print and digital communications for current and prospective FH volunteers in collaboration with the Volunteer Program Manager.
 - Maintain inventory, sales, and ordering of Family House merchandise with promotional item vendors.
 - Maintain and continually refresh the organization's website to ensure that it provides current information, remains user friendly, and appropriately represents the FH brand to the public.
- **Clinical Marketing and Outreach.** In collaboration with the Director of Operations, assist in the development and implementation of outreach to maintain, renew, or initiate collaborative relationships with current and prospective healthcare partners, including:
 - Visit local and regional hospitals to ensure Family House materials are stocked and branding is in place.
 - Work with hospital partners to ensure opportunities to enhance Family House's presence in hospitals and among clinical staff.
 - Attend healthcare summits, conferences, and in-hospital meetings with clinical staff to promote Family House.

- **Communications.** As a member of the Senior Leadership Team, work with team members to create and implement Family House's external communications plan, including:
 - Design and develop marketing materials, including but not limited to donor menus, hospital brochures, fact sheets, media releases, etc.
 - Develop print and digital marketing pieces to promote FH accommodations and services among its healthcare partners and former and prospective guests in collaboration with the Director of Operations.
 - Create and implement a social media plan for the organization across Facebook, Instagram, and LinkedIn.
 - Manage the relationship with marketing and communication vendors, including a graphic designer, videographer, photographer, and print shop to help with the design, development, and production of annual and capital fundraising appeals, special campaigns, events and event themes, public messages, in-house print materials and signage, etc.
 - Generate and coordinate media interest, initiate contact with target media, and maintain media list.
 - Develop and update content for WordPress website.
 - Adhere to the Family House Writing and Style Guides for brand continuity.
- **Other**
 - Recruit, train, supervise, and evaluate department intern(s).
 - Generate reports as needed for Board and Executive Leadership Team meetings, updates, mailings, progress reporting, and analysis.
 - Additional responsibilities as needed.

SPECIAL SKILLS AND ABILITIES REQUIRED:

- Excellent written and verbal communications skills, including familiarity with business writing standards and proper grammar.
- Proven success in managing and prioritizing a variety of concurrent assignments while maintaining strict attention to details and deadlines.
- Self-motivated and able to work collaboratively with a team or independently.
- Strong leadership and interpersonal skills.
- Able to effectively communicate with a wide range of individuals and constituencies in a diverse community, both internally and to external audiences.

KNOWLEDGE AND PRACTICAL EXPERIENCE REQUIRED:

- Bachelor's degree required.
- The preferred candidate will have 3-5 years' experience working in development and/or non-profit marketing and communications and have an understanding of development or fundraising fundamentals.
- Proficient in utilizing software packages and programs, including Microsoft Word, Excel, and PowerPoint, as well as WordPress, design software (e.g. Adobe Creative Suite), social media (Facebook, Instagram, LinkedIn), and online search engines. Familiarity with the Salsa CRM fundraising database a plus.

PHYSICAL REQUIREMENTS:

- Endurance and ability to stand, walk, climb, and position oneself in order to assist with set-up, execution, and breakdown of special events, as well as to conduct other marketing activities, both internal and external.
- Ability to lift/carry up to 25 pounds.
- Ability to perform outdoor work duties despite seasonal weather conditions.